

Embarcadero Plaza Refresh

DESIGN PROPOSAL

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State of Downtown
Overview of existing conditions and its impact on tax revenue



City's Downtown Recovery Plan
How a transformed park could be a catalyst for growth



History of the Plaza
Plaza evolution over time and its relation to the freeway



Current State of the Plaza & Fountain
Lack of use and activation



Why Embarcadero Plaza & Sue Bierman Park
Has the potential to become a world class open space



Introducing Platform Park



Precedent Parks
Demonstrate oppotunities that can be brought to SF



Platform Park Vision
Conceptual renderings and drawings



Cost Estimate



Funding Sources

STATE OF DOWNTOWN

**Remote work, office vacancies and
economic struggles**

**Lack of housing, cultural and
entertainment in downtown**

Decline in Retail and Hospitality

Cultural and event cancelations

Reduced public transit ridership

Cleanliness



Reinvigorating the local economy

Improving transportation connections

Enhancing public spaces

Creation of new housing in the downtown

Promoting cultural vibrancy and nightlife

Supporting small business growth and success

Ensuring a clean, safe, and inviting environment

CITY'S DOWNTOWN RECOVERY PLAN

The **San Francisco** Standard

News Politics & Policy Business Opinion Life Food & Drink Arts & Entertainment

Business

San Francisco wants to turn a chunk of downtown into the city’s Bourbon Street

BAY AREA // SAN FRANCISCO

S.F. Mayor Breed proposes \$360 million bond. Here’s what it would fund

By J.D. Morris
April 29, 2024

Gift Article

Politics & Policy

Prop. C, tax waiver for office-to-housing conversions, wins approval

News

San Francisco Downtown Roadmap One Year Update: Progress in Economic Revitalization

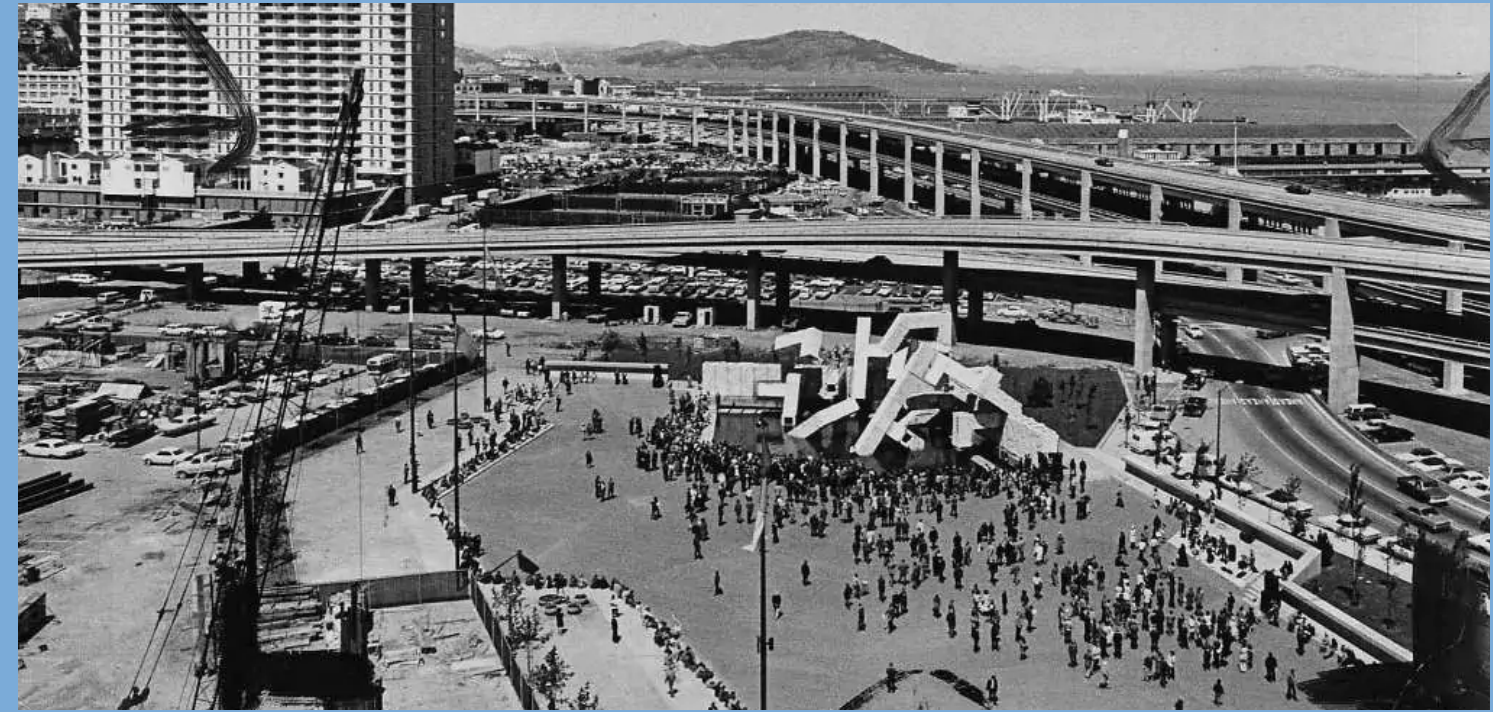
BAY AREA // SAN FRANCISCO

Sweeping California bill wants to save downtown S.F. Is it the answer to the city’s problems?

By Roland Li
Feb 16, 2024

Gift Article

HISTORY OF THE PLAZA



Historic Aerial:
Pre-Freeway and
Fountain



Fountain with
Freeway backdrop





Maintenance and ADA issues



Lack of activity

CURRENT STATE OF THE PLAZA

Opportunities for improvement



Mature trees near end of life



Obscured views to waterfront

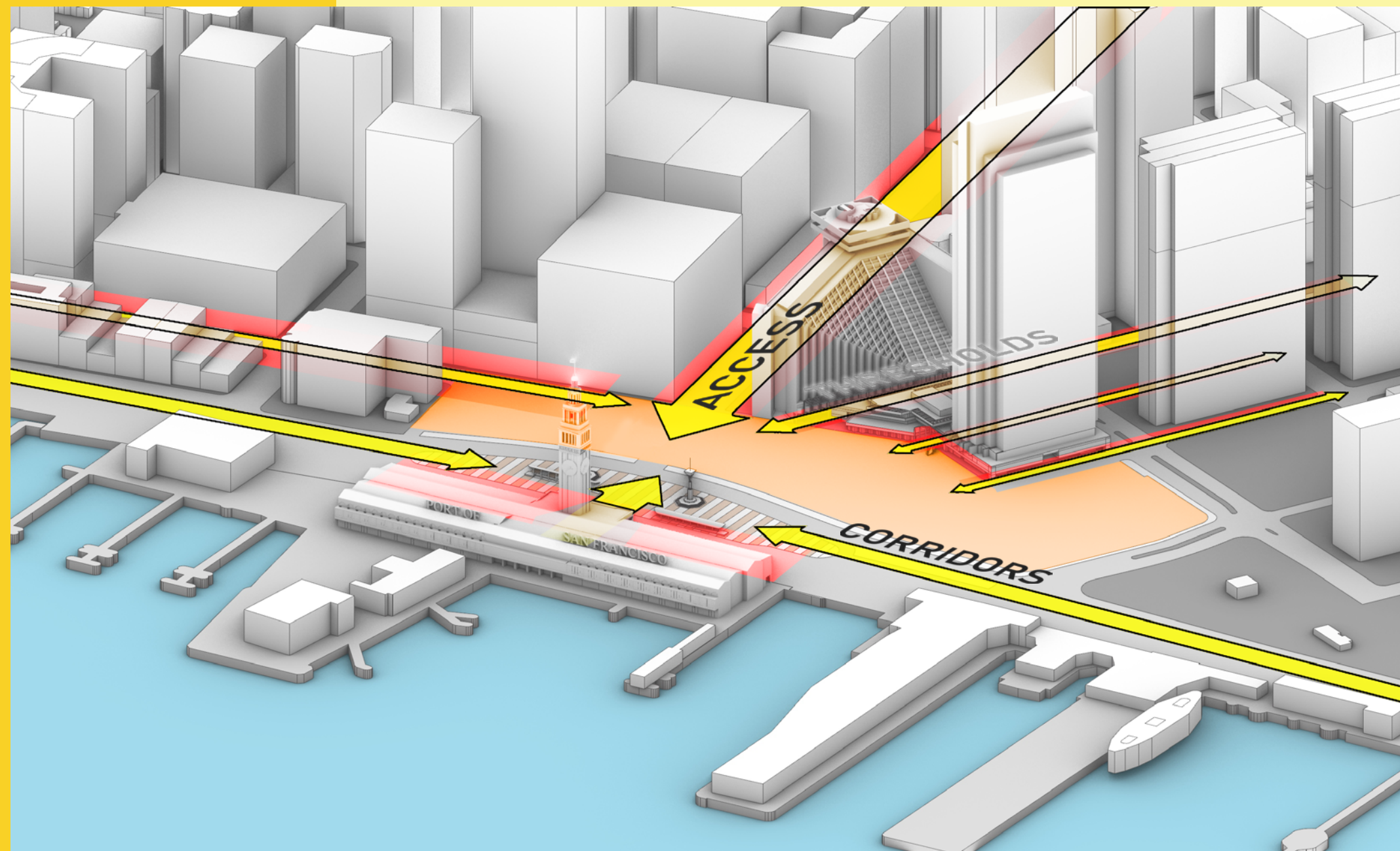
CURRENT STATE OF THE FOUNTAIN

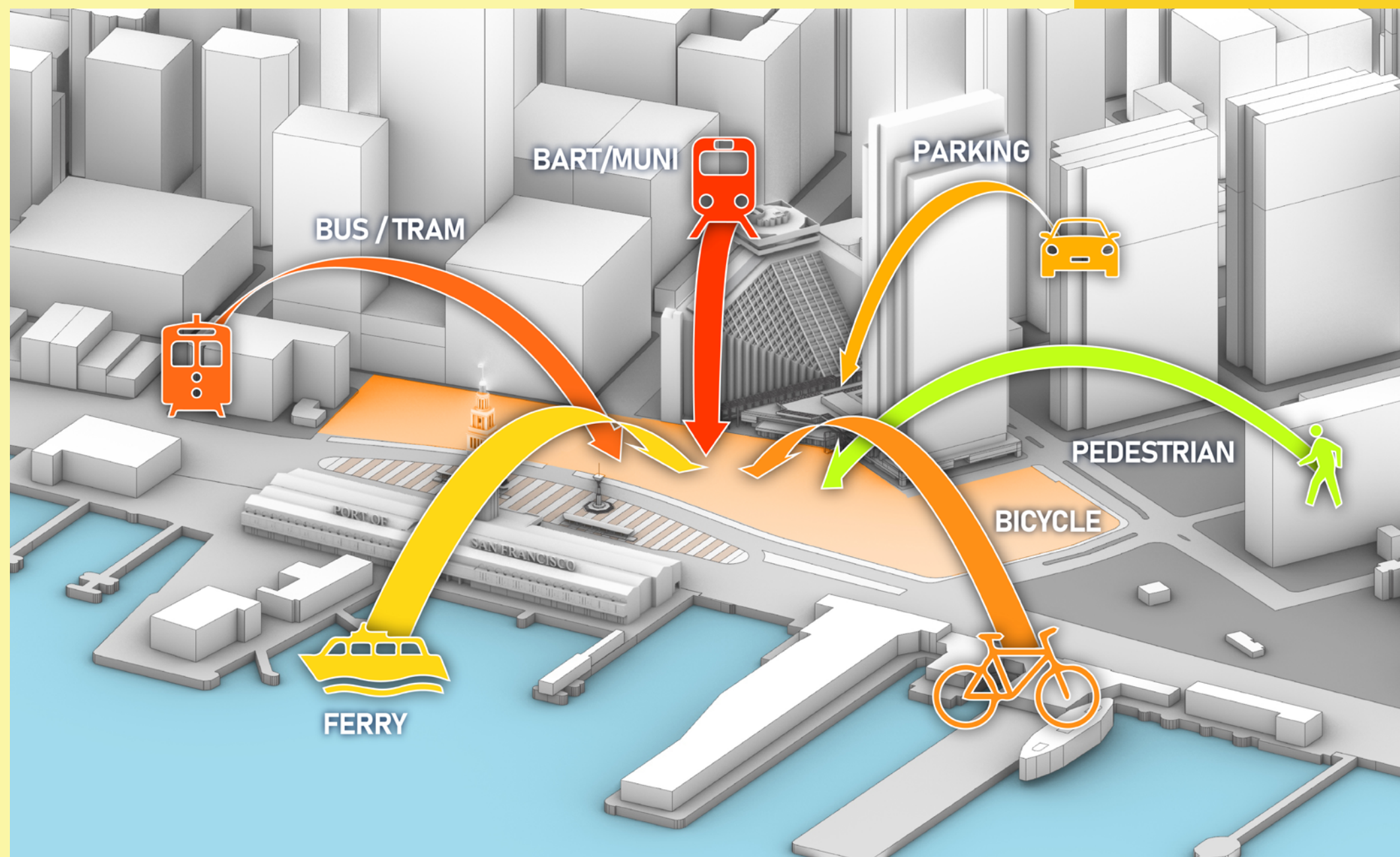


Fountain only in partial operation; Unsightly backside

Why
EMBARCADERO PLAZA &
SUE BIERMAN PARK
have the ability to be a
world class open space

ACTIVE CORRIDORS





PORTS OF ARRIVAL

Introducing platform park

Why platform park?

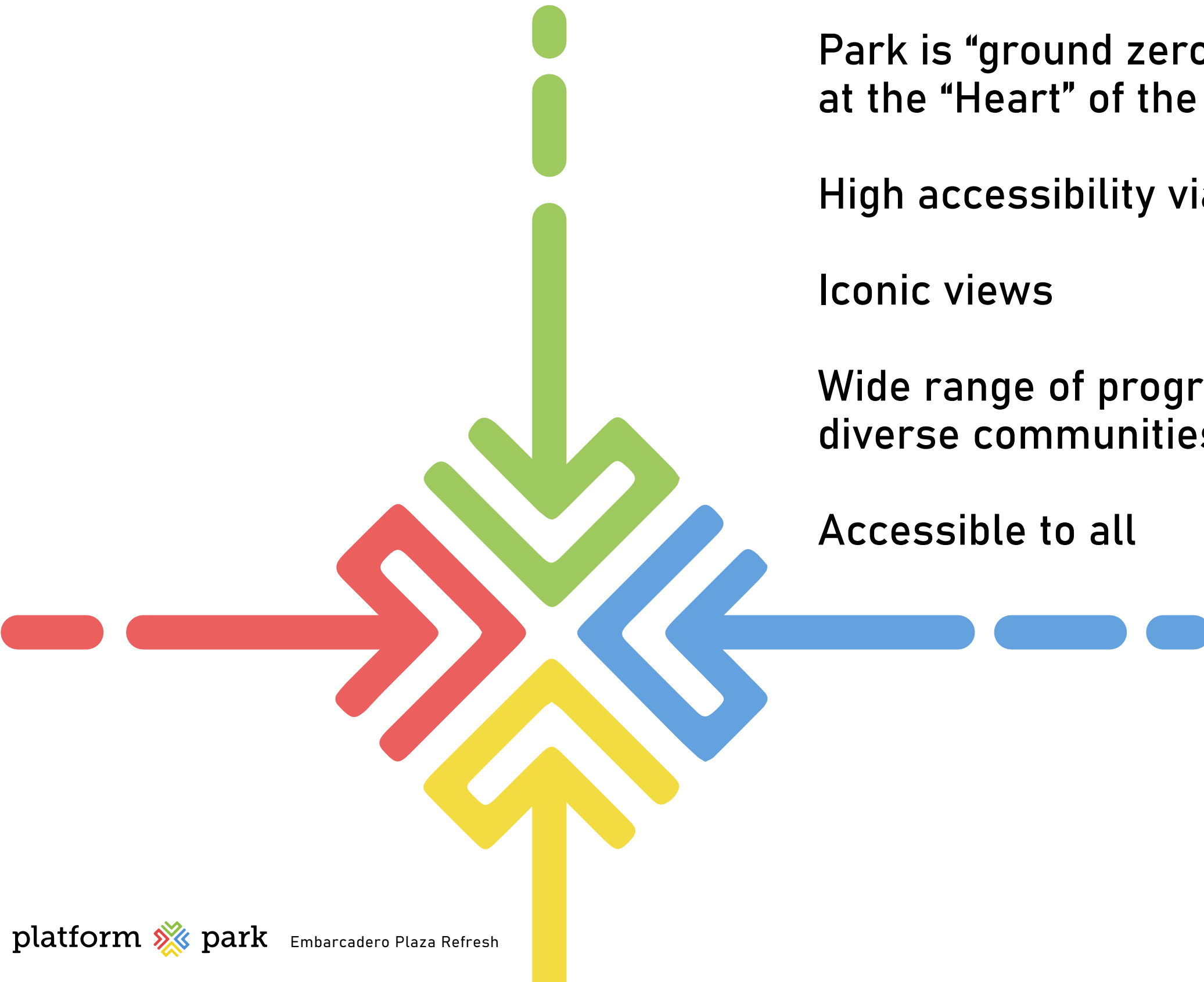
Park is “ground zero” as a gathering space,
at the “Heart” of the City

High accessibility via various modes of transit

Iconic views

Wide range of programming catered towards
diverse communities

Accessible to all



platform park

Design Vision & Concepts

PARK VISION

Re-imagining of the park symbolizes the revitalization of the downtown / financial district into a vibrant and active community gathering place.

- *Community-based entertainment zone*
- *Farmers markets, night markets*
- *Concert event series*
- *Fitness related events*
- *Food and Beverage focused entertainment*
- *Cultural and art events*



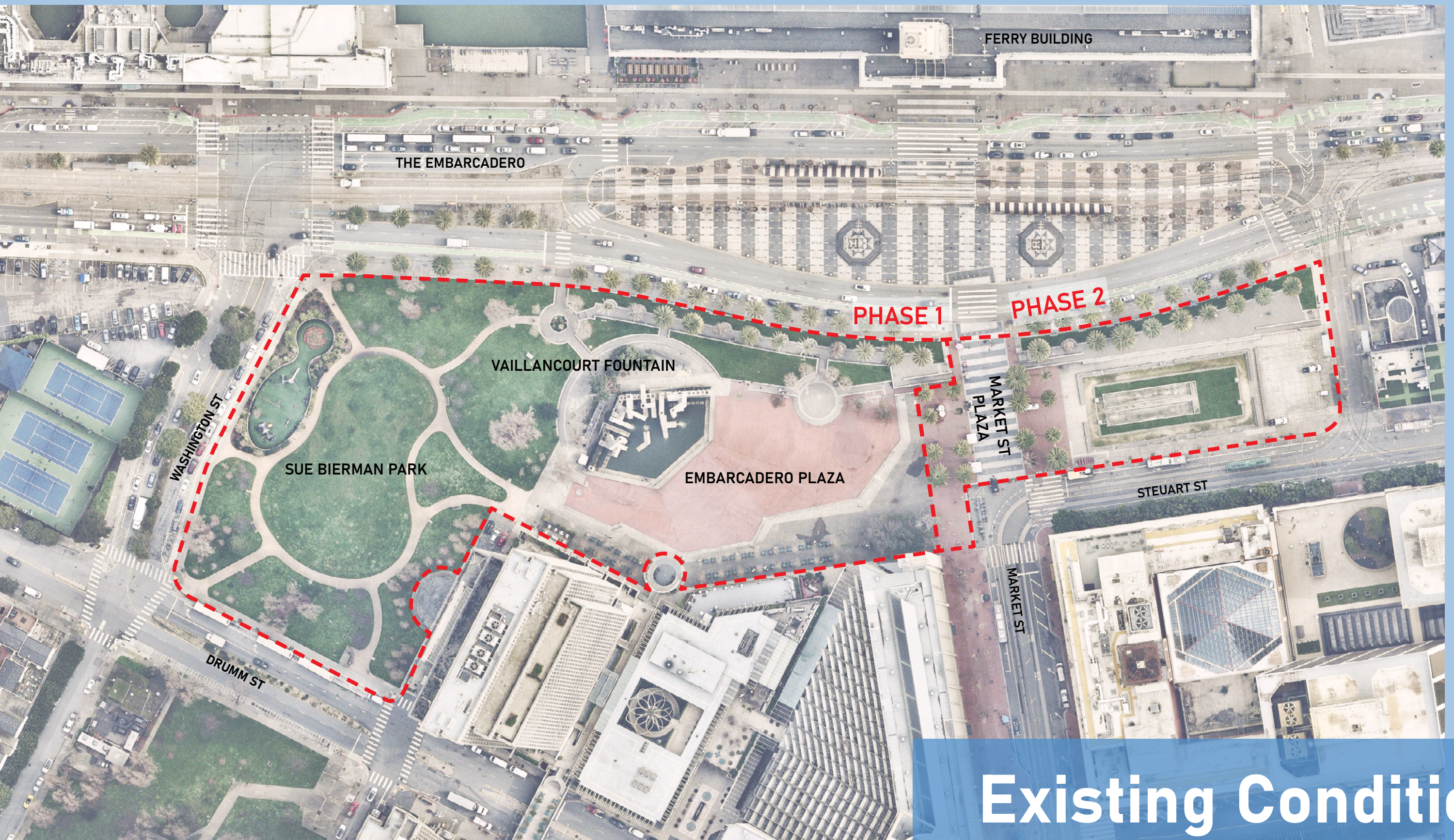
PARK VISION

PHASE 2

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Existing Conditions

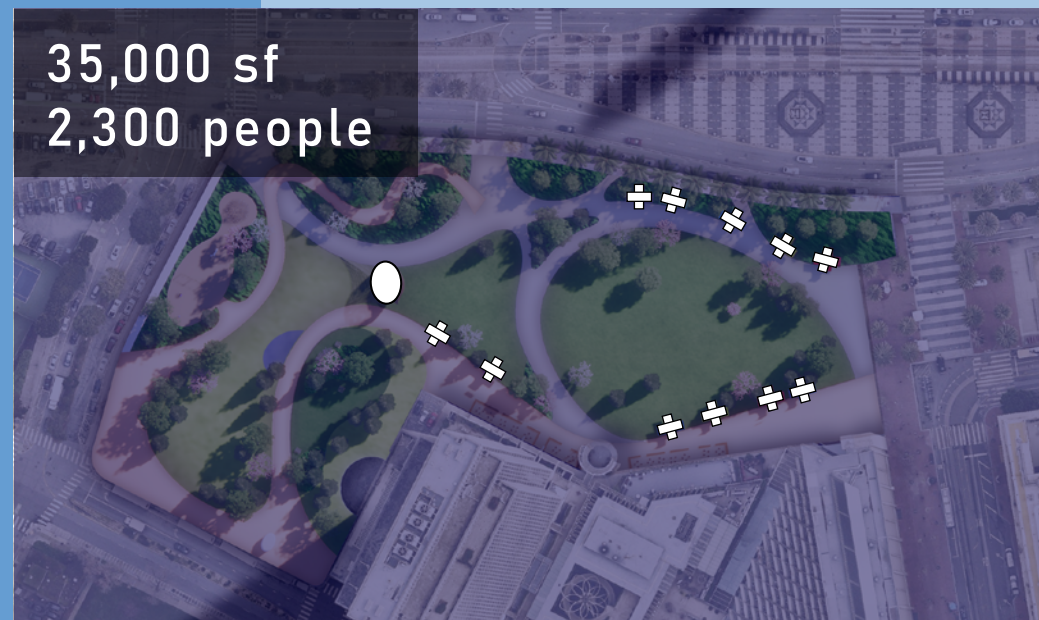


PARK PLAN

Proposed programs range from active to passive, geared towards the ability to host a variety of community focused and entertainment events to take place.

DYNAMIC PROGRAMMING

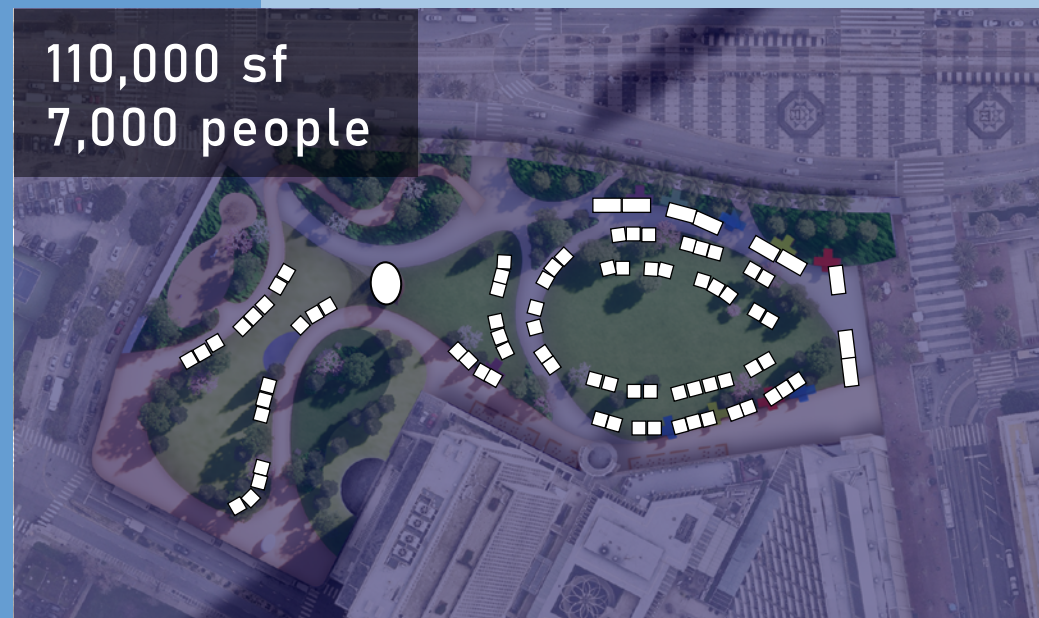
DAILY POP UP



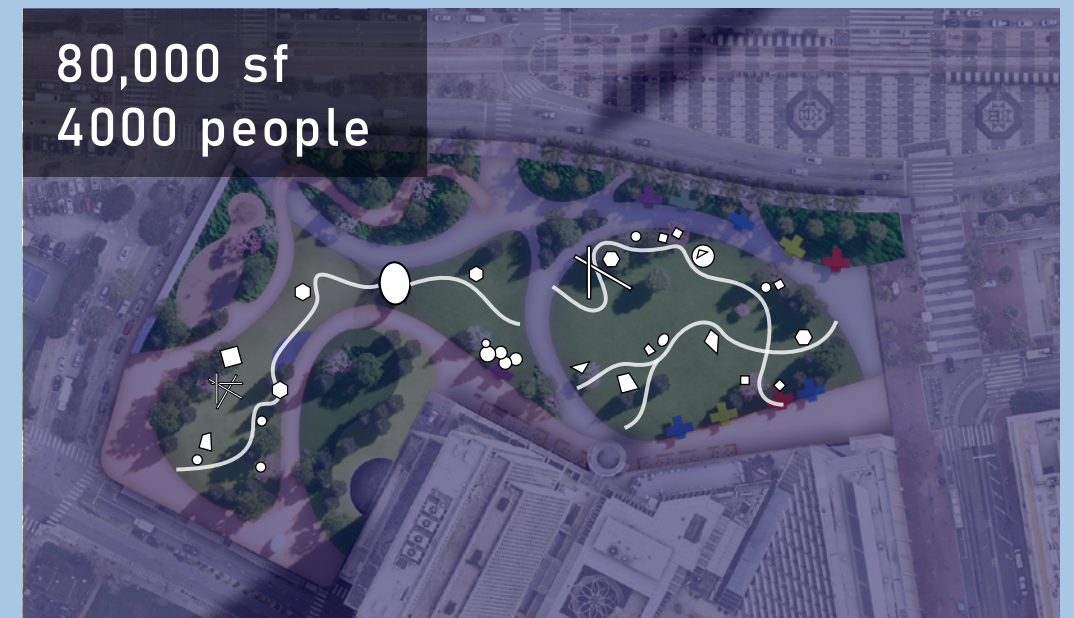
FESTIVALS/CONCERTS



WEEKEND/NIGHT MARKETS



ARTS / SCULPTURE MODE





Courtesy of HOK & bxp



Courtesy of HOK & bxp



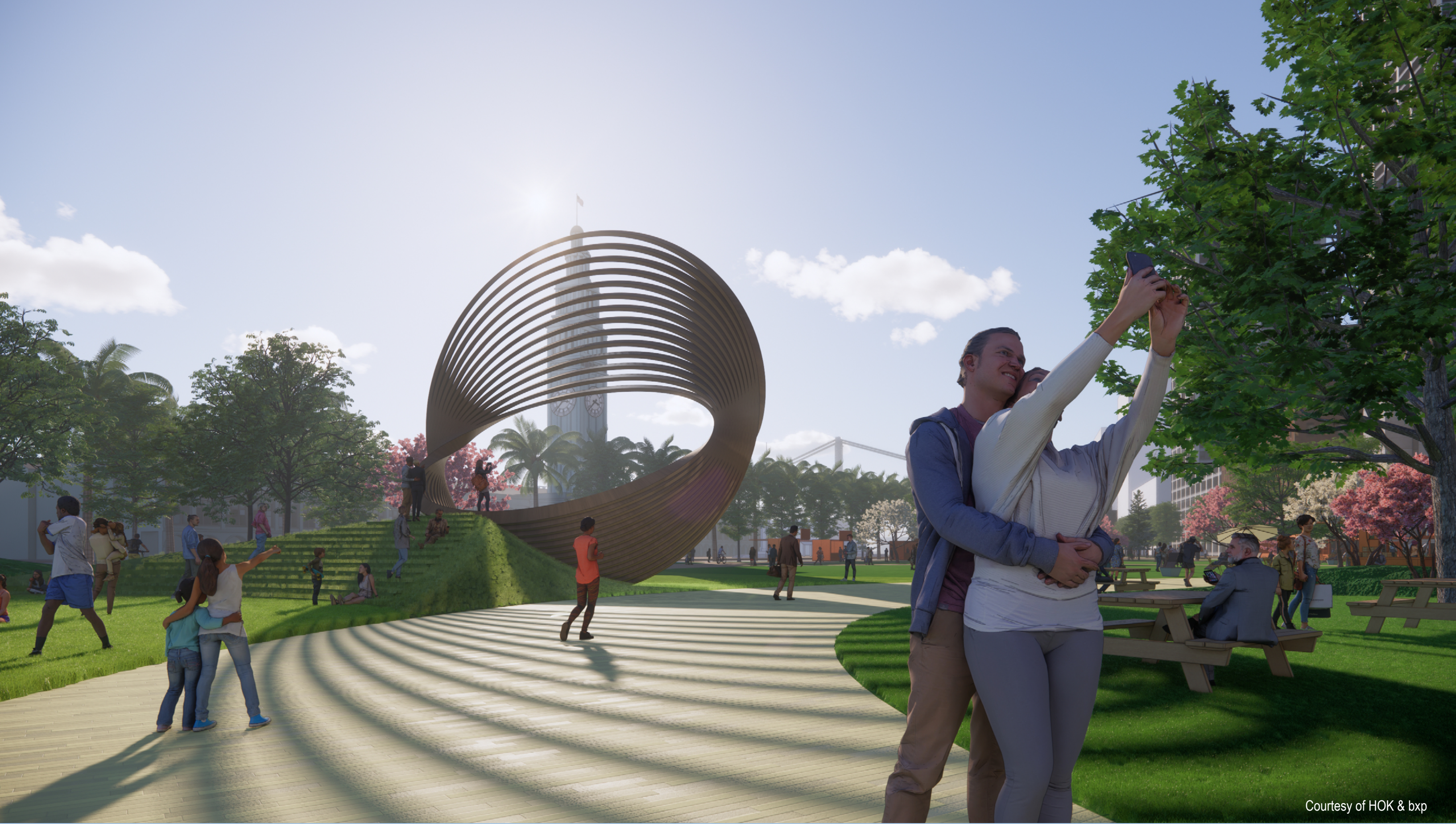
Courtesy of HOK & bxp



Courtesy of HOK & bxp



Courtesy of HOK & bxp



Courtesy of HOK & bxp



Courtesy of HOK & bxp



Courtesy of HOK & bxp

PRECEDENT PARKS: BRYANT PARK





PRECEDENT PARKS: MILLENNIUM PARK



PRECEDENT PARKS: HIGH LINE



Conceptual Cost Estimate

<u>Description</u>	<u>Total</u>	<u>Phase I</u>	<u>Phase II</u>
Soft Costs	\$5.1 million	\$2.8 million	\$2.3 million
Hard Costs	\$32.4 million	\$19.2 million	\$13.2 million
Public Art	\$500k	\$500k	\$0
Utility Fees	\$300k	\$0	\$300k
CM Fee	\$1.15 million	\$660k	\$463k
Operating Deficit	\$1.5 million	\$1 million	\$500k
<u>Total</u>	<u>\$41 million</u>	<u>\$24.2 million</u>	<u>\$16.8 million</u>

Positioning the Park

Positioning the Park in various contexts to determine the park's 'why' or 'role' in the city and region.

The Park is a Gateway to the Region - to wine country, to Tahoe, to Silicon Valley and more

The Park is a key first impression for everyone visiting the city. Market Street and Embarcadero is where everyone's typical experience begins

The Park serves many audiences - as downtown transitions from homogenous commercial to mixed-use - how is this a Mixed Use Park.

Urban Land Institute : Shape the future of the built environment for transformative impact in communities worldwide

'It All Starts Here' : Civic pride campaign launched by a collection of committed business leaders to engage, activate and inspire San Franciscans to articulate their love of the City

Stakeholders

Residents / Families

Tourists

Visitors (Regional)

Office Workers

Students

Event Audience

Program

Active/Passive:

Fitness / Wellness

Outdoor recreation

Commercial:

Retail

Food and beverage

Cultural/Civic/Entertainment:

Library

Museum

Art gallery

Festivals and concerts

Farmer's markets

Night markets



FOUNTAIN OVERLAY